Parliament 1998

Pre-Planning Considerations

June 3, 1997

Working Session

2071446276

Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Parliament Pre-Planning — Purpose

To review considerations for Parliament 1998

- Topline Media
  - ✓ $12 MM
  - ✓ $14 MM
- Expansion Considerations
- Promotional Support

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Parliament Pre-Planning — Overall Objectives

Continue to maintain and build PL momentum from a portfolio perspective

- Grow R1
- Maintain PML commitment
- Maintain Florida commitment
- Address opportunities toward YAS
  - ✓ YAMS in particular
- Deliver vitality and freshness through promotion

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Parliament Pre-Planning — Media

Overall objective is to maintain continuity and presence in R1 and Florida

- Two media levels outlined
  - ✓ $12 MM
  - ✓ $14 MM

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Parliament Pre-Planning — Media

Topline

- $12 MM
  - ✓ Potentially limits "Big Brand" presence among YAS
  - ✓ Primary focus is R1
    - May under deliver necessary showing levels in key R1 markets
    - May limit media vehicle diversity
  - ✓ Maintains Florida presence year-round in Miami, Tampa and Orlando
- $14 MM
  - ✓ Option 1
    - Maintain sustaining levels in key R1 and primary Florida markets
      - Tier II Florida markets revert to "snow bird" schedule
  - ✓ Option 2
    - All key R1 and all Florida markets at sustaining OOH showing levels
      - Lose copy splits and upgraded 10 state buys

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Tactical Consideration

Media

- Divert some media funds to YAMS
  - ✓ Print titles
    - Sports
- Maintain and expand copy split opportunities
  - ✓ Where affordable
- OOH locations repositioned near YAS meeting places
  - ✓ Metro Lights
  - ✓ 30 sheets/8 sheets?
- OOH remnant program
  - ✓ Investigating possibilities in Florida

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Parliament Pre-Planning — Expansion - Short Term

Explore continued growth of brand franchise via expansion

Media

- R1, Tier III - Advertising Support
  - ✓ Support via OOH

City	Estimated Cost * $(000)
Albany	$286.0
Buffalo	636.6
Rochester	456.7
Syracuse	216.8
Harrisburg	215.4

*(FY/Launch & Sustaining Weights)

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Parliament Pre-Planning — Expansion - Short Term (Cont'd)

Distribution/Media

- PML launch in Florida
  - ✓ Build franchise through PML launch
    - Establish PML BPI in key Florida markets
    - PL imagery must be established in key Florida markets
    - Potential for PML test in Miami given PL history and vitality

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Parliament Pre-Planning — Expansion - Long Term

Brand should expand outside of R1 and Florida to begin maximizing brand potential

- "National Brand"
  - ✓ Volume growth
  - ✓ Critical Mass
    - Media, production efficiencies
- Brand is strong
  - ✓ Move with strength and momentum
    - Metro markets with similar backgrounds
      - Demographics
      - Psychographics - aspirational
    - Baltimore, Washington DC, Chicago, LA, San Francisco

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Parliament Pre-Planning — Brand Promotion

- **Continue to build the brand while making the sale**
- **Add dynamism and vitality toward YAS**
  - Premiums
  - Local Promotional Continuity
  - Contests

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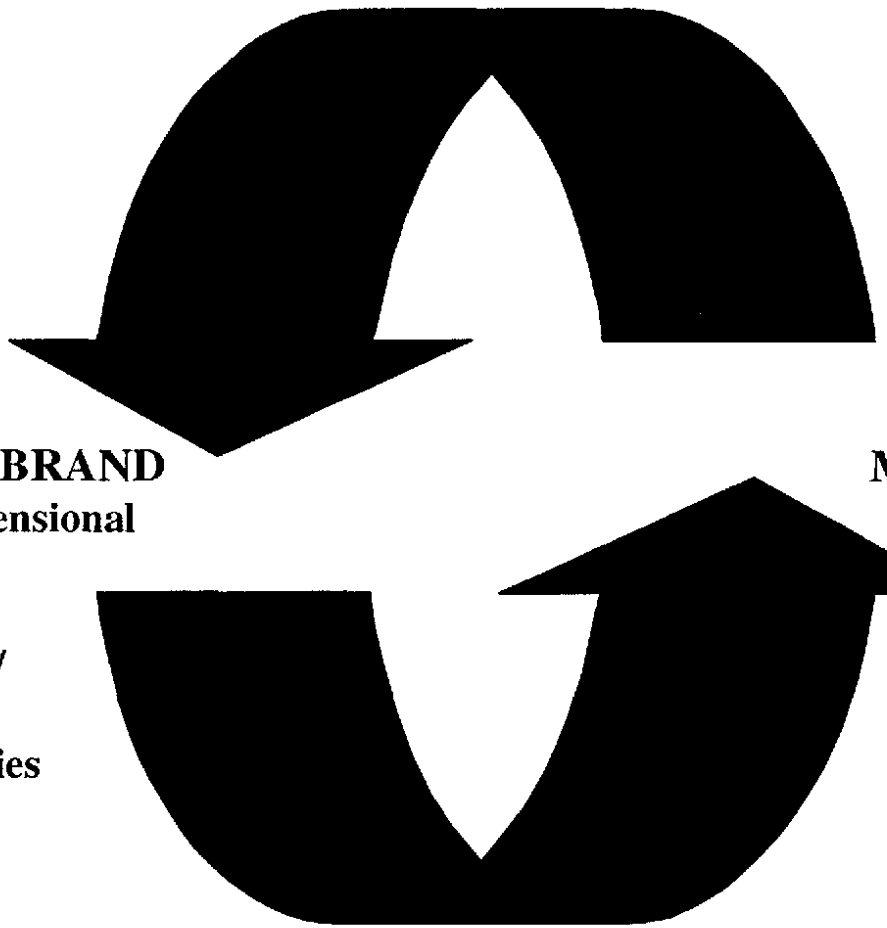
Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Using Promotion Effectively — Build the Brand While Making the Sale

- **Every action you take to build the brand should help make the sale**
- **Every action you take to make the sale should help build the brand**



BUILD THE BRAND

- **Multidimensional**
- **Dynamic**
- **Vital**
- **Reinforce/ expand core equities**

MAKE THE SALE

- **Trial**
- **Loyalty/purchase frequency**
- **Increase retail presence**

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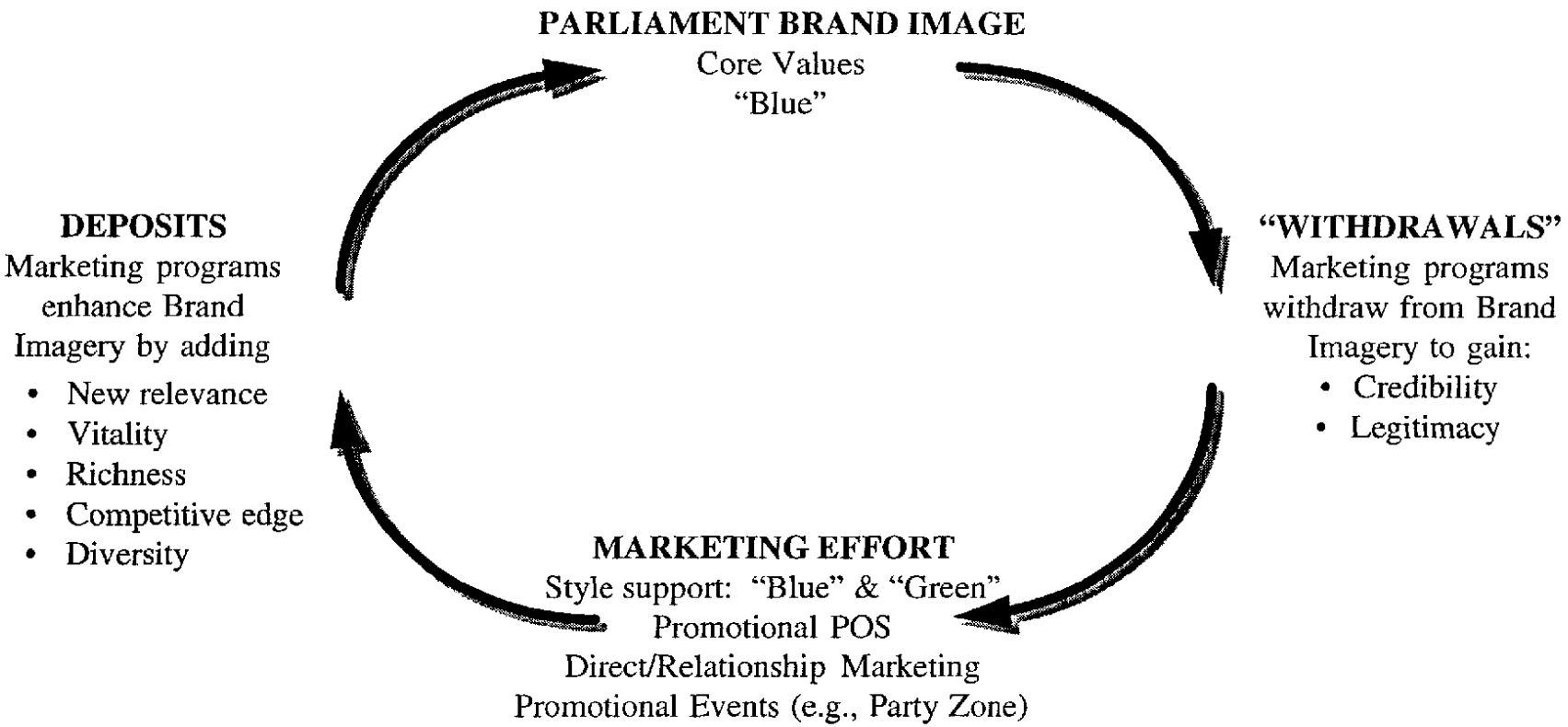
Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Leveraging Parliament Brand Essence

Brand Essence requires continual refreshment — managing "deposits" and "withdrawals"

- Executional refinement to ensure contemporary relevance
- Marketing programs to add dynamism and vitality



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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Premiums

- **Parliament on-deal at retail 3-5 times a year**
- **To encourage competitive trial, premiums need to be diversified and have greater "perceived" value**
  - Limit UPC commitment
    - ✓ Eliminate on smaller items
  - Consider premiums with relative long life

    - Key chain/bottle opener
    - Swiss Army knife
    - Wind breaker
    - T-shirts
    - Waterproof lighter
    - Beach bag
    - Playing cards

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Local Promotional Continuity

- **Greater visibility of Metro programs can bring news value and add a great deal of dynamism to brand**
  - Influential to YAS
  - Address Image Study issue of "fun" and "exciting"

- **Current programs can be enhanced by**
  - Advertising
  - Increased consistency of events and dates
  - Geographic and venue diversity

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Local Promotion Continuity

PL promotional support continuity can be achieved with relative low cost and low involvement

- Select a few key meeting places
  - ✓ Through venue "ownership"
    - Increase visibility
    - Create "Big Brand" feel
  - ✓ Matches, ashtrays, bar setups

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Party Zone

Add vitality and dimension to Party Zone

- "Own" a beach house/bar in existing Party Zone areas
  - ✓ Decorate in the theme of Parliament
    - Open
    - Airy
    - White/Blue
    - Modern/Classic mix
    - Aspirational
  - ✓ Reinforce Essence

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Contests

"Discover the Islands"

- An umbrella-themed contest that enhances Parliament brand essence through
  - ✓ Escapism
  - ✓ Adventure
    - YAMS Relevant
  - ✓ Aspiration
  - ✓ Fun
  - ✓ Romance
- Delivers "Big Brand" feel
- Works as stand alone or can be tied in with other local events

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Contests — "Discover the Islands"

- **Parliament play "game" to win**
- **A trip for 4 to travel in the Greek or Caribbean Islands**
  - Stay 3 days in main city/island
    - ✓ e.g., St. Martin
  - Travel for 4 days to other islands
    - ✓ e.g., Anguilla, St. Barts, St. Kitts
  - Consider running twice a year
- **A party of 6-12 wins a wind jammer cruise around the Caribbean**
  - 7 days -- 7 islands
  - Relatively low out-of-pocket cost

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Contests — "Discover the Islands"

How to play

- Hidden clues can be printed in print ads and on in-store displays
- A puzzle and acetate game card, which is delivered via pack onsert, gives each consumer an equal opportunity to win
- Parliament consumer needs to collect four different "Discover the Islands" game cards to match to print ads or in-store displays. They will use their secret acetate to reveal their clues. They will then send in the answers to win.
- Consumers may call 800 # if all "Discover the Islands" packs are unavailable in their area

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Promotions — "Mobile Party Zone"

Party Zone hits the road — or the water

Approach 1:

- Party Zone is on the road in a traveling bus/van replete with music and games
  - ✓ Versatile and tactical
    - Used in high traffic areas (Hamptons)
      - Supports other Parliament Party Zone bar events
    - Used tactically for those who may not be going to the beach, e.g., Tier III markets

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Promotions — "Mobile Party Zone"

Approach 2:

- Party Zone goes in the water
  - ✓ Sailboat is launched 1-2 times a month for trips around Manhattan, Boston, Philadelphia
  - ✓ Limited Admission (first 100 people sail)
  - ✓ Supports other local Party Zone events

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

6/2/97

Parliament 1998
Preliminary Budget Setting
Media Options

Option	Budget	OOH $	OOH %	Print $	Print %	Comment
1	$12,000	$7,200	60%	$4,800	40%	Lose showing levels Region One
						Florida: Miami, Tampa, Orlando 12 mo. sus.
						Florida: other to snow bird & sustaining
						Print: Lose approximately 3 titles & 21 ins.
						Lose all upgraded 9 state to 10 state buys
						and all copy split
2	$14,000	$8,900	64%	$5,100	36%	All markets at sustaining levels
						secondary Fla. to snow bird scheduling
						Print reduce some copy splitting
3	$14,000	$9,200	66%	$4,800	34%	All markets at sustaining levels 12 months
						Print: Lose approximately 3 titles & 21 ins.
						Lose all upgraded 9 state to 10 state buys
						and all copy split

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

Market	Vehicle	1997 Showing	1997 Cost	Comment
New York	Bulletins	17	2416.0	
	Taxi Tops	26	473.3	
	Metrolights	10	584.0	
	Painted Walls	1	035.8	
	Painted Bus	1	050.0	
	30-Sheets	11	264.3	
		66	3823.4	

Market	Vehicle	1998 Showing	1998 Cost	Comment
New York	Bulletins	17	2488.5	
	Taxi Tops	13	292.9	
	Metrolights	10	601.5	
		40	3382.9	

Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

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PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

Market	Vehicle	1997 Showing	1997 Cost	Comment
Boston	Bulletins	29	1466.1	
	Taxi Tops	10	031.5	
	Metrolights	10	064.7	
	30-Sheets	8	169.4	
	C-Stores	n/a	94.1	
		57	1825.8	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Boston	Bulletins	29	1510.1	
		29	1510.1	

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

Market	Vehicle	1997 Showing	1997 Cost	Comment
Philadelphia	Bulletins	18	491.6	
	Bus Shelters	23	285.2	
	CorporatePool	n/a	187.2	
		41	964.0	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Philadelphia	Bulletins	18	506.3	
		18	506.3	

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

Market	Vehicle	1997 Showing	1997 Cost	Comment
Providence	Bulletins	20	154.9	
	30-sheets	25	071.8	
		45	226.7	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Providence	Bulletins	20	154.9	
		20	154.9	

Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

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PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

***Please note: Miami for 1997 is listed twice to account for Florida Expansion sustaining weight levels.**

Market	Vehicle	1997 Showing	1997 Cost	Comment
Miami	Bulletins	20	094.5	Jan-Mar
	30-sheets	25	045.2	
		45	139.7	

Market	Vehicle	1997 Showing	1997 Cost	Comment
Miami	Bulletins	25	502.8	Apr-Dec
	30-sheets	40	286.7	
		65	789.5	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Miami	Bulletins	20	389.3	Jan-Dec
	30-sheets	25	186.2	
		45	575.5	

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

***Please note: Florida Expansion markets for 1997 are listed 3 times to account for launch, post launch and sustaining weight levels.**

Market	Vehicle	1997 Showing	1997 Cost	Comment
Tampa	Bulletins	25	090.1	Apr-June Launch
	30-sheets	75	094.8	
		100	184.9	

Market	Vehicle	1997 Showing	1997 Cost	Comment
Tampa	Bulletins	25	060.1	July-Aug Post Launch
	30-sheets	50	041.8	
		75	101.9	

Market	Vehicle	1997 Showing	1997 Cost	Comment
Tampa	Bulletins	25	120.2	Sept-Dec Sustaining
	30-sheets	25	042.8	
		50	163.0	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Tampa	Bulletins	25	371.4	Full Year
	30-sheets	25	132.9	
		50	503.4	

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

Market	Vehicle	1997 Showing	1997 Cost	Comment
Orlando	Bulletins	25	057.3	Apr-June Launch
	30-sheets	75	069.9	
		100	127.2	

Market	Vehicle	1997 Showing	1997 Cost	Comment
Orlando	Bulletins	25	038.2	July-Aug Post Launch
	30-sheets	50	031.0	
		75	069.2	

Market	Vehicle	1997 Showing	1997 Cost	Comment
Orlando	Bulletins	25	076.4	Sept-Dec Sustaining
	30-sheets	25	031.2	
		50	107.6	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Orlando	Bulletins	25	236.1	Full Year
	30-sheets	25	096.4	
		50	332.5	

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

Market	Vehicle	1997 Showing	1997 Cost	Comment
Sarasota	Bulletins	25	006.8	Apr-June Launch
	30-sheets	75	012.5	
		100	019.3	

Market	Vehicle	1997 Showing	1997 Cost	Comment
Sarasota	Bulletins	25	004.6	July-Aug Post Launch
	30-sheets	50	005.6	
		75	010.2	

Market	Vehicle	1997 Showing	1997 Cost	Comment
Sarasota	Bulletins	25	009.1	Sept-Dec Sustaining
	30-sheets	25	005.6	
		50	014.7	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Sarasota	Bulletins	25	014.1	Jan-Mar, Oct-Dec
	30-sheets	25	008.6	
		50	022.7	

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

Market	Vehicle	1997 Showing	1997 Cost	Comment
Daytona	Bulletins	25	019.7	June-Aug Launch
	30-sheets	50	021.9	
		75	041.6	

Market	Vehicle	1997 Showing	1997 Cost	Comment
Daytona	Bulletins	25	013.1	Sept-Oct Post Launch
	30-sheets	50	014.6	
		75	027.7	

Market	Vehicle	1997 Showing	1997 Cost	Comment
Daytona	Bulletins	25	013.1	Nov-Dec Sustaining
	30-sheets	25	014.6	
		50	027.7	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Daytona	Bulletins	25	040.4	Jan-Mar, Oct-Dec
	30-sheets	25	025.9	
		50	066.3	

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

Market	Vehicle	1997 Showing	1997 Cost	Comment
Melbourne	Bulletins	25	011.7	Apr-June Launch
	30-sheets	75	007.5	
		100	019.2	

Market	Vehicle	1997 Showing	1997 Cost	Comment
Melbourne	Bulletins	25	007.9	July Aug Post Launch
	30-sheets	50	003.5	
		75	011.4	

Market	Vehicle	1997 Showing	1997 Cost	Comment
Melbourne	Bulletins	25	016.0	Sept-Dec Sustaining
	30-sheets	25	003.3	
		50	019.3	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Melbourne	Bulletins	25	024.7	Jan-Mar, Oct-Dec
	30-sheets	25	004.9	
		50	029.6	

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

Market	Vehicle	1997 Showing	1997 Cost	Comment
Ft. Pierce	Bulletins	25	042.0	Apr-Dec Launch/Sustaining
	30-sheets	75	026.7	
		100	068.7	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Ft. Pierce	Bulletins	25	025.8	Jan-Mar, Oct-Dec
	30-sheets	25	009.2	
		50	035.0	

Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

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PARLIAMENT LIGHTS
'97 VS. '98 OOH RECAP - $7.2MM BUDGET LEVEL

Market	Vehicle	1997 Showing	1997 Cost	Comment
Ft. Myers	Bulletins	25	013.2	Apr-June Launch only
	30-sheets	25	023.8	
		50	037.0	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Ft. Myers	Bulletins	25	027.2	Jan-Mar, Oct-Dec
	30-sheets	25	049.0	
		50	076.2	

1998 Budget Total: 7195.4

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS

1998 OOH RECAP - $8.9MM BUDGET LEVEL - REGION I & FLA SUSTAINING - SECONDARY MARKETS SNOWBIRD

Market	Vehicle	1998 Showing	1998 Cost	Comment
New York	Bulletins	17	2488.5	Full Year
	Taxi Tops	26	487.5	
	Metrolights	10	601.5	
	30-Sheets	11	272.2	
		64	3849.7	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Boston	Bulletins	29	1510.1	Full Year
	Metrolights	10	066.6	
	30-Sheets	8	174.4	
	C-Stores	n/a	129.2	
		47	1880.3	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Philadelphia	Bulletins	18	506.4	Full Year
	Bus Shelters	23	293.6	
		41	800.0	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Providence	Bulletins	20	159.5	Full Year
	30-sheets	25	073.9	
		45	233.4	

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS

1998 OOH RECAP - $8.9MM BUDGET LEVEL - REGION I & FLA SUSTAINING - SECONDARY MARKETS SNOWBIRD

Market	Vehicle	1998 Showing	1998 Cost	Comment
Miami	Bulletins	25	690.5	Full Year
	30-sheets	40	393.7	
		65	1084.2	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Tampa	Bulletins	25	371.4	Full Year
	30-sheets	25	132.2	
		50	503.6	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Orlando	Bulletins	25	236.1	Full Year
	30-sheets	25	096.4	
		50	332.5	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Sarasota	Bulletins	25	014.0	Jan-Mar, Oct-Dec
	30-sheets	25	008.6	
		50	022.6	

Market	Vehicle	1988 Showing	1998 Cost	Comment
Daytona	Bulletins	25	040.4	Jan-Mar, Oct-Dec
	30-sheets	25	045.1	
		50	085.5	

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS

1998 OOH RECAP - $8.9MM BUDGET LEVEL - REGION I & FLA SUSTAINING - SECONDARY MARKETS SNOWBIRD

Market	Vehicle	1998 Showing	1998 Cost	Comment
Melbourne	Bulletins	25	024.7	Jan-Mar, Oct-Dec
	30-sheets	25	005.1	
		50	029.8	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Ft. Pierce	Bulletins	25	028.8	Jan-Mar, Oct-Dec
	30-sheets	25	006.2	
		50	035.0	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Ft. Myers	Bulletins	25	027.1	Jan-Mar, Oct-Dec
	30-sheets	25	049.0	
		50	076.1	

1998 Budget Total: 8932.7

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
1998 OOH RECAP - $8.9MM BUDGET LEVEL - REGION I & FLA SUSTAINING LEVELS

Market	Vehicle	1998 Showing	1998 Cost	Comment
New York	Bulletins	17	2488.5	
	Taxi Tops	26	487.5	
	Metrolights	10	601.5	
	30-Sheets	11	272.2	
		64	3849.7	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Boston	Bulletins	29	1510.1	
	Metrolights	10	066.6	
	30-Sheets	8	174.4	
	C-Stores	n/a	129.2	
		47	1880.3	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Philadelphia	Bulletins	18	506.4	
	Bus Shelters	23	293.6	
		41	800.0	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Providence	Bulletins	20	159.5	
	30-sheets	25	073.9	
		45	233.4	

2071446313

Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
1998 OOH RECAP - $8.9MM BUDGET LEVEL - REGION I & FLA SUSTAINING LEVELS

Market	Vehicle	1998 Showing	1998 Cost	Comment
Miami	Bulletins	25	690.5	
	30-sheets	40	393.7	
		65	1084.2	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Tampa	Bulletins	25	371.4	
	30-sheets	25	132.2	
		50	503.6	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Orlando	Bulletins	25	236.1	
	30-sheets	25	096.4	
		50	332.5	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Sarasota	Bulletins	25	028.1	
	30-sheets	25	017.3	
		50	045.4	

Market	Vehicle	1988 Showing	1998 Cost	Comment
Daytona	Bulletins	25	080.9	
	30-sheets	25	090.2	
		50	171.1	

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Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

PARLIAMENT LIGHTS
1998 OOH RECAP - $8.9MM BUDGET LEVEL - REGION I & FLA SUSTAINING LEVELS

Market	Vehicle	1998 Showing	1998 Cost	Comment
Melbourne	Bulletins	25	049.4	
	30-sheets	25	010.2	
		50	059.6	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Ft. Pierce	Bulletins	25	057.6	
	30-sheets	25	012.3	
		50	069.9	

Market	Vehicle	1998 Showing	1998 Cost	Comment
Ft. Myers	Bulletins	25	054.3	
	30-sheets	25	098.0	
		50	152.3	

1998 Budget Total: 9182.0

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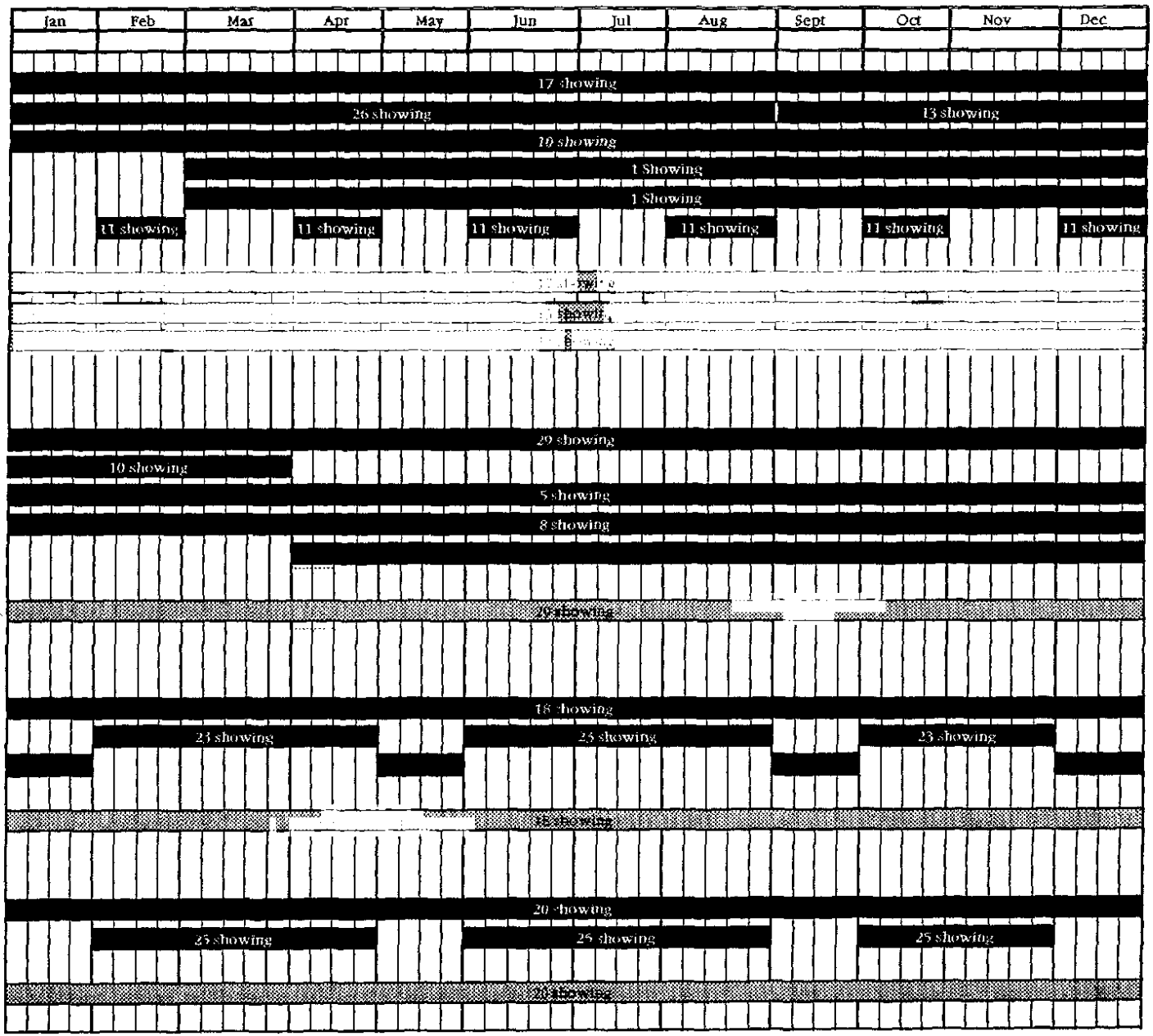
Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Exhibit 2

Parliament Lights
1997/1998 OOH Comparison Plan



	Total Cost $(000)
New York	
Permanent Bulletins	$2,416.0
Taxi Tops	$473.3
Metrolights	$584.0
Painted Walls	$35.8
Painted Bus	$50.0
30 Sheets	$264.3
'97 New York Total:	$3,823.4
Permanent Bulletins	$2,488.5
Taxi Tops	$292.9
Metrolights	$601.5
'98 New York Total:	$3,382.9
Boston	
Permanent Bulletins	$1,466.1
Taxi Tops	$31.5
Metrolights	$64.7
30 Sheets	$169.4
C - Stores	$94.1
'97 Boston Total:	$1,825.8
Permanent Bulletins	$1,510.1
'98 Boston Total:	$1,510.1
Philadelphia	
Permanent Bulletins	$491.6
Bus Shelters	$285.2
Corporate Pool	$187.2
97 Philadelphia Total:	$964.0
Permanent Bulletins	$506.3
98 Philadelphia Total:	$506.3
Providence	
Permanent Bulletins	$154.9
30 Sheets	$71.8
'97 Providence Total:	$226.7
Permanent Bulletins	$154.9
'98 Providence Total:	$154.9

1997 OOH:	$6,839.9
1998 OOH:	$5,554.2

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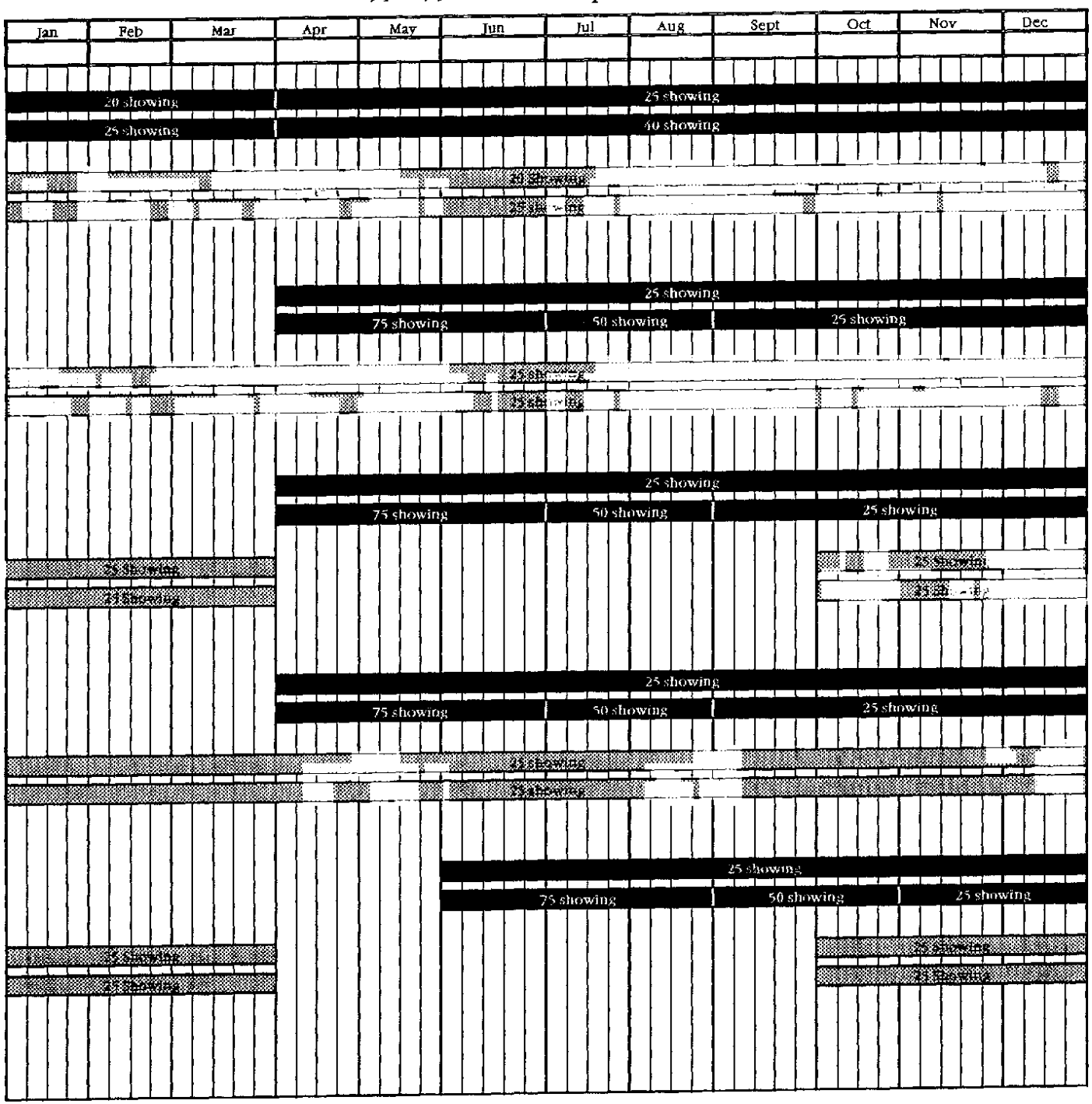
Source: https://www.industrydocuments.ucsf.edu/docs/mknm0004

Exhibit 2

Parliament Lights
19971998 OOH Comparison Plan



	Total Cost $(000)
Florida	
Miami	
Bulletins	$597.3
30 Sheets	$331.9
'97 Miami Total:	$929.2
Bulletins	$389.3
30 Sheets	$186.2
'98 Miami Total:	$575.5
Tampa	
Bulletins	$270.4
30 Sheets	$179.4
'97 Tampa Total:	$449.8
Bulletins	$371.4
30 Sheets	$132.0
'98 Tampa Total:	$503.4
Sarasota	
Bulletins	$20.5
30 Sheets	$23.7
'97 Sarasota Total:	$44.2
Bulletins	$14.1
30 Sheets	$8.6
'98 Sarasota Total:	$22.7
Orlando	
Bulletins	$171.9
30 Sheets	$132.1
'97 Orlando Total:	$304.0
Bulletins	$236.1
30 Sheets	$96.4
'98 Orlando Total:	$332.5
Daytona Beach	
Bulletins	$45.9
30 Sheets	$51.1
'97 Daytona Total:	$97.0
Bulletins	$40.4
30 Sheets	$25.9
'98 Daytona Total:	$66.3

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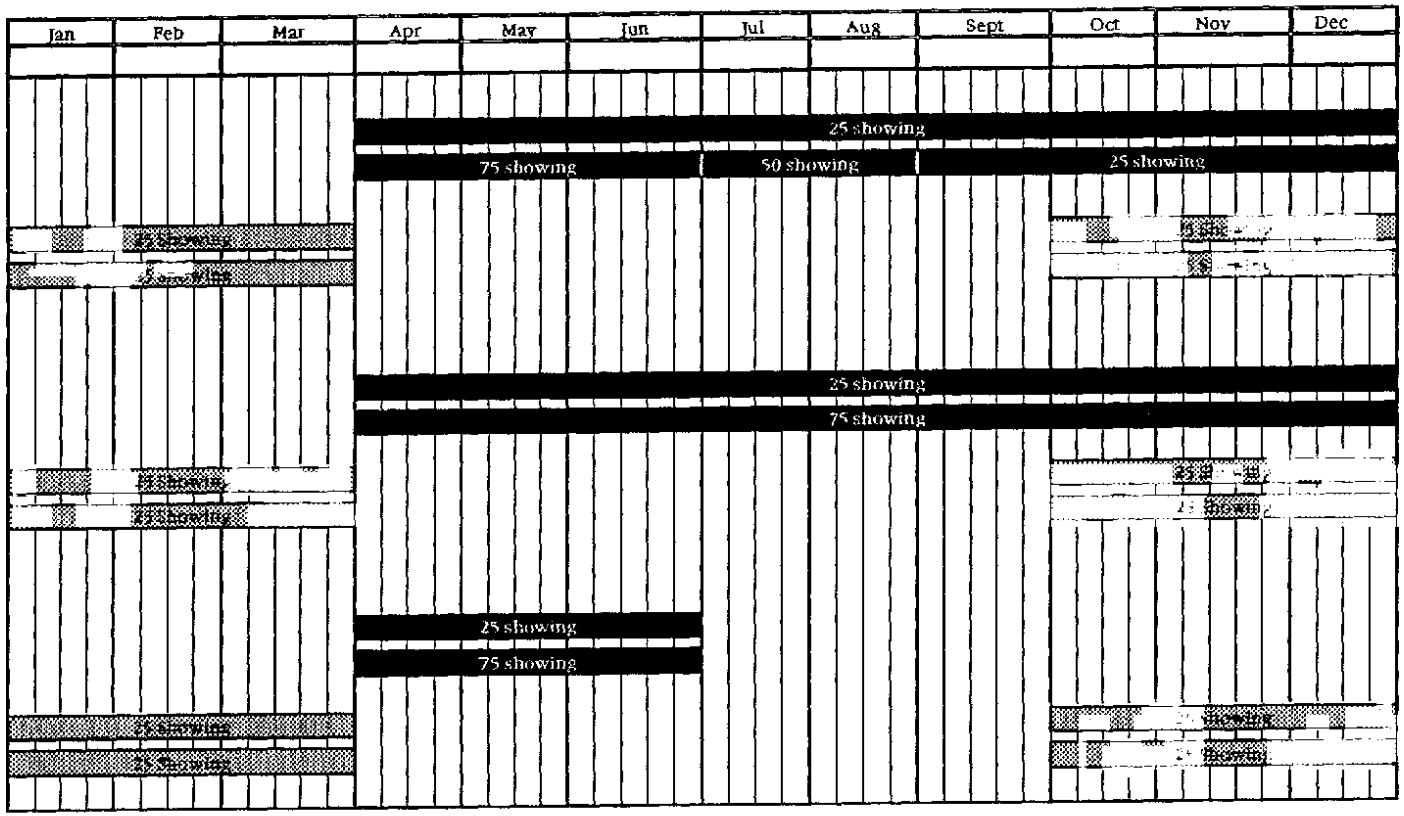
Exhibit 2

Parliament Lights
19971998 OOH Comparison Plan



	Total Cost $(000)
Florida	
Melbourne	
Bulletins	$35.6
30 Sheets	$13.3
'97 Melbourne Total:	$49.9
Bulletins	$24.7
30 Sheets	$4.9
'98 Melbourne Total:	$29.6
Ft. Pierce	
Bulletins	$42.0
30 Sheets	$26.7
'97 Ft.Pierce Total:	$68.7
Bulletins	$28.8
30 Sheets	$6.2
'98 Ft.Pierce Total:	$35.0
Ft.Myers	
Bulletins	$13.2
30 Sheets	$23.8
'97 Ft.Myers Total:	$37.0
Bulletins	$27.2
30 Sheets	$49.0
'98 Ft.Myers Total:	$76.2
1997 Florida:	$1,979.8
1998 Florida:	$1,641.2
Grand Total 1997 OOH:	$8,819.7
Grand Total 1998 OOH:	$7,195.4

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